

# VITAL — BECAUSE YOU INHALE

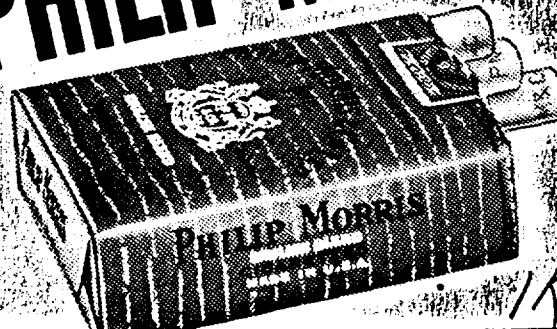
( ALL SMOKERS  
DO — SOMETIMES )

**F**IVE leading cigarettes — including Philip Morris — were compared by eminent doctors. Here's what they found:

ON COMPARING — THE IRRITANT QUALITY  
IN THE SMOKE OF THE FOUR OTHER LEAD-  
ING BRANDS WAS FOUND TO AVERAGE  
MORE THAN THREE TIMES THAT OF THE  
STRIKINGLY CONTRASTED PHILIP MORRIS  
... AND THE IRRITATION LASTS MORE  
THAN FIVE TIMES AS LONG!

It's plain this Philip Morris superiority means  
real protection *when* you inhale — *plus* finer  
pleasure all the time!

## CALL FOR PHILIP MORRIS



AMERICA'S FINEST CIGARETTE

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